

Sales Team Updates

Scale // Sharpen // Succeed

March 2026

Top New Business

(January and February)

Client	Producer(s)	Amount
FLAD Affiliated	Joey Backus	\$298,790
Custom Transport	Kim Beck & Eddie Rios	\$250,475
Guild Garage	Matt Kramer	\$220,923
Sprint Transport	Kim Beck & Eddie Rios	\$107,090
Online Transport	Kim Beck & Eddie Rios	\$88,839
Fayette Industrial	Josh Surber & Madeline Harrison	\$73,262
Regal Ware	Matt Chadwick & Emily Vorpahl	\$70,000
Bank Five Nine	Joey Backus	\$70,000
GSP MidCo	Matt Kramer	\$68,518
Hills & Dales	Brianna Jacque	\$65,254

Top Producers

(January and February)

Rank	Producer	Net New
1	Joey Backus	\$368,790
2	Matt Kramer	\$289,441
3	Eddie Rios	\$250,475
4	Kim Beck	\$195,929
5	Madeline Harrison	\$73,262
6	Emily Vorpahl	\$70,000
7	Brianna Jacque	\$65,254
8	Sara Dickinson	\$65,000
9	Daniel Nietzel	\$42,703
10	Nicole Schnee	\$38,107

2026 Producer Growth: Three Core Initiatives

1 Recruiting: Scale Headcount Without Lowering the Bar

In 2026, our top priority is **adding 10 net new producers** while maintaining a disciplined, high-quality hiring standard. This includes continued expansion across Madison, Dubuque, and Des Moines, tighter coordination with recruiting, and a more rigorous interview process. The sales intern program remains a critical pipeline, with a target of **10 interns** to support future full-time hiring going forward.

2 Training & Development: Build Producer Confidence and Capability, Faster

As producer headcount grows, we are enhancing and refining our training and development programs. Our overhaul of the onboarding plans for producers will lead to more structure and team engagement in the first 6 months of their time here. Additionally, continued emphasis on ride alongs, the Sales Academy, "Get Smart" trainings, and huddles will continue to reinforce technical depth and real-world application. Finally, new in 2026 we'll be meeting with the newest cohorts of producers monthly to run live roleplays on things ranging from cold calls 1st meetings to finalist presentations.

3 Resources & Enablement: Modernize Sales Tools & Resources

To better support new producers from day one, we are refining and expanding our **sales resources**. Beyond the enhanced trainings, we'll be more broadly developing "Sequences" of recommended sales activity to simplify the process of outreaching to prospects. Additionally, we'll be diving into the details of AI to build tools and agents that can better support producers in prospecting, meeting preparation, and follow-up so they can spend more time selling and less time reinventing workflows.

Overall, 2026 is going to be a busy year for the team – but more excited than ever to be launching into the new year with excitement and momentum.